

URL:	http://bbs.club.sina.com.cn/tableforum/App/view.php?bbsid=273&subid=0&fid=93447
Date:	February 28, 2009



Who loses face in co-producing the film “Yang Guifei”?

(From ChinaNews), when the trade investing delegation which led by Chen Deming, the minister of Commerce of the People’s Republic of China has arrived, a \$2billion dollars trade agreement was signed with the Right Honorable Lord Mandelson, Secretary of State for Business, Enterprise & Regulatory Reform. One of the projects was coproducing movie “Yang Guifei”.

This agreement would more or less shock the Chinese movie circle and enterprise field since it’s the first time for movie coproduction between China and western countries under the background of the financial crisis.

People must be curious that why the Chinese enterprise or film maker can’t produce it solely, but must cooperate with British.

What aspect will British side take was not mentioned on the agreement? Why can’t so many entrepreneurs do it if Briton only can do the investment? Why haven’t high quality shooting equipments be imported during the circumstance of sufficient foreign exchange storage if shooting equipment is the reason? If the director or screenwriter don’t meet the requirement of this movie, then, Chinese films and teleplays industry lose face definitely and absolutely.

Would the main character be acted by British? From the angle of audience, we don’t care who cooperate with, but only make a good movie. There are many so called excellent talents in film industry that would probably embarrass.



There are a lot of movies and teleplays about Yang Guifei



Fan Bingbing played the character of Yang Guifei in the teleplays “Lotus Garden at Tang Dynasty”

RESPONSE TO ARTICLE:

This is Toby Simkin, lead producer of this film project which is called “*Sacrifice*” (“*Sacrifice of Yang Guifei*” within China).

If my research and belief is right, NOBODY will lose face, and in fact, QUITE THE OPPOSITE will be true – China, and its film industry will be honored. I see the *Sacrifice* project as more than entertainment, but an important advertisement to showcase the wonder, cultural mystery, landscape beauty, pageantry/majesty and importance of human relationships that embodies China.

When I acquired exclusive worldwide rights, I wanted to inspire foreign entertainment creative decision makers and western press by producing a 1st class international entertainment that is designed for western eyes and ears, by producing close collaborations between by the west and China.

For the very first time, a Chinese film is being developed at the highest levels by westerners, using authentic Chinese stories for westerners. Further, I anticipate by using many Chinese creative staff, in collaboration with westerners, we can jointly create a physical production and deliver an entertainment product that is world class quality.

To be successful worldwide in maximizing the number of people that watch the film, *Sacrifice* needs to be targeted towards the core ticket buying demographic in the largest ticket buying markets -- namely youth, teenagers and young adults in the North American and British/European regions.

I fully expect and am confident after 5 years living in China that I will find an authentic Chinese cast, with some major international stars (that are fluent in English). For a proper collaboration to work the way I intend, all of the cast, and the vast majority of business, administrative, creative and production staff will be Chinese.

I have great faith and believe that with the advancement of the Chinese film industry in the past few years to such great standards, that this most reassured story will be told to the world in a way that that the world can understand, cherish, respect and admire.

I therefore expect that this film will not be a film only for China, but more importantly a film for the world to introduce China to one particular cherished story that will make sense to foreigners, and further support better understanding of general Chinese relations.

I encourage readers to explore our official website: <http://www.SacrificeWorldwide.com> to get in depth information, about both the film, and the forthcoming musical version of the same story, heading to Broadway and the West End.

Thank-you for allowing me to explain,

Sincerely,

Toby Simkin

Lead Producer